MODELS OF INFORMATION AND PSYCHOLOGICAL OPERATIONS USED IN INTERNATIONAL CONFLICTS

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Existing current models, means, methods, and technologies of psychological impact on conflict situations have rather clearly defined cultural-civilization and nation-state features. Overall, all of their diversity can be combined within the framework of four cultural-civilization models (or orientations): Anglo-Saxon (represented by the USA, Great Britain, and the British Commonwealth), Eastern Asiatic (China, Vietnam, Thailand, Taiwan, and Japan), Roman-Germanic (Germany, France, Italy, and Scandinavian countries), and Middle Eastern (the Islamic world, Arab countries, Iran, Pakistan, Turkey, and Indonesia).

Representatives of the Anglo-Saxon orientation, consistent with a Protestant world view, primarily see conflict mitigation as an opportunity to remake and transform the world to their liking, to be a likeness of its own model society, which is the very goal of the majority of information and psychological warfare technologies that have been developed by the USA. When the President of the USA declares that "every country should know that the war on terror for America is not simply a political one, but rather a true vow, [1] " the war on international terrorism is practically shifting from a political to religious problem. Moreover, the idea of obligatory, unavoidable, and absolutely free export of democracy from the USA to all other countries that still do not have "true democratic values," is also built in accordance with Protestant traditions and has a clear religious subtext.

The Anglo-Saxon cultural and civilization approach to using modern information and psychological warfare technologies to impact political conflicts is well demonstrated by the USA's peacekeeping activities, which are based on three primary concepts:

- "forceful peacekeeping," i.e. establishing a preference on the principle to use armed forces and other forceful methods of applying pressure (including methods of government terrorism) with the intent to resolve political conflicts by involving an arbiter, i.e. the same USA;

- "gentle force" or "the export of democracy," i.e. using methods to forcibly transform the political picture of the world to match their own standards, and the concentrated use of information and psychological technologies to change government powers "without force" (velvet revolutions) in countries that do not voluntarily strive to follow in the wake of US foreign policy;

- "uni-polar world," i.e. the concept of creating a new world order with a political situation that diminishes the role of international organizations, displaces them in the international political process, and substitutes them by itself in the process of mitigating modern day political conflicts, wherein international organization such as the UN and OSCE are tasked with the support of security and stability in international relations.

All three of these concepts form the basis of the peacekeeping activities of the USA, and are in essence classical psychological operations, in which the direct use of armed forces is viewed as a service with respect to the technologies of informational and psychological control over the mass and individual consciousness of the population directly in the zones of international conflicts and outside of them. As of late, psychological operations of this nature in Russian research is generally given one general name "information and psychological warfare"[2].

Today, information and psychological warfare technologies are widely used by the United States in international conflicts, including the former Yugoslavia [3,4], Afghanistan, Iraq, Somalia, Rwanda, in its relations with Iran, and currently, in Kenya, wherein the recent presidential elections brought a pro-Russian united opposition into power. This is particularly obvious in the problems of the "international recognition of independence" of Kosovo, when the USA, in order to try to coerce through the decision to separate Kosovo from Serbia is using all of its available arsenal of psychological blackmail and informational diversion technologies focused both on the leadership of Serbia, and on the EU countries, half of whom did not support the Albanian separatists. This is the reason that the very term "Information and Psychological Warfare" (IPW) stems from America and has been shifted to Russian soil from the dictionary of the military circles of the USA [5,6].

The literal translation of this term ("Information and Psychological Warfare") may sound like "informational confrontation" and "informational psychological war", depending on the context. The multiple meanings of the translation of this term into Russian has driven a wedge between two competing camps of contemporary Russian scholars – into the supporters of "informational confrontation" and supporters of "information warfare," despite the fact that in the language of the original it is, in essence, one and the same. By introducing the term "Information Psychological Warfare" into use, American scholars, both civilian and military, adhere to a pragmatic ideology, which is traditional for American culture, in turn focused on the near future: by using the term "information warfare" in the minds of those in power and among the public in general,

a focused mindset is created that, in the future, this form of relations will become so well developed and effective that it will completely eradicate traditional armed confrontation. American experts in the field of psychological operations use information warfare less as a term, meaning a modern phase of developing conflicts in socio-political relations, and more of a vector of creating foreign policy, as a program of choosing a political course and an end result of the evolution of the instruments of political control. Because of this, the arguments today over whether it is appropriate to call modern day information and psychological conflict information wars, or whether it is actually better to use the term "information confrontation" for this concept will hardly lead to significant results in the future.

Within the framework of the Anglo-Saxon concept of information psychological warfare, military actions play a subordinate service role, while the plan for an armed campaign is built according to the rules and in accordance with the scenario of psychological impact on one's own citizens, on the citizens of political allies and opponents, and on the international community as a whole. This conclusion is confirmed by the United States war in Iraq, which, with some changes in the political and military situation, in fact, continues today. It is not by chance that the former US Undersecretary of Defense, J. Nye stated that "the Gulf War was seen by the world through the eyes of CNN" [7].

Like a classical war, information psychological warfare comprises a sequence of military operations, united by a single concept. Despite the considerably large variety of types of information psychological operations, which are used in modern day political battle, the planning and realization of the majority of them is subject to the same logical schematic.

A standard operation of information psychological warfare is comprised of the following sequence of actions (stages):

1. Political stratification of the international community.
2. Political polarization of the strata playing a key role in the operation's scenario.
3. Initiation of political activity by the strata (in accordance with the role assigned to them by the operation's scenario).
4. A controlled chain reaction.
5. Correction to the initial operation plans (feedback).

Let us look more closely at the terminology that is used to describe the stages of the information psychological operation. It should be noted that the databank of terms was specially developed by us to describe the field model of the psychological operation and is listed in the present paper for the first time.

1. Political stratum – a social group of politically active citizens, having very close political views and convictions and striving to exercise their rights and freedoms in the form of political action, both independently and jointly with other participants to the political process.
2. Political imperative – the norm of political behavior, obligatory for all the participants of the political community to exercise under certain conditions of the political situation. In this particular research, we will use this term with reference to the structural element of society – the political stratum.
3. Political stratification of society – this is the process of dividing society into social fractions (strata) under the influence of a political ideology.
4. Political polarization of the stratum – this is a process of creating in the stratum their own rules of political behavior (systems of political imperatives), obligatory for all the members of the stratum.
5. Initialization of the strata's political activeness – this is the result of influencing any external factor on the strata, the political reaction of the stratum to which at least one of the political imperatives is stipulated.
6. A controlled chain reaction - this is a form of political action of a stratum given political polarization, during which at each stage of the change in the political situation, a political action of the stratum is built according to the next set of imperatives from a system of rules of political behavior that is generated in the course of its polarization.
7. Correction of the initial plans of information-psychological operation is a form of feedback in the operation scenario, in turn providing an estimation of efficiency of operation (comparison of the actual results of the operation with those expected) and the development of correcting amendments to the scenario of the information-psychological influence.

As a whole, any information-psychological operation can be described as follows.

An information-psychological operation begins with the initiation of the process of the division of a currently homogeneous society into large enough politically homogeneous fractions - political stratification. It is noticeable that at a stage of political stratification there is not yet any talk about the application of technologies of the processing of public consciousness: the purpose of such stratification is the formation of target audiences and channels of political communications in the environment of these audiences on which the information-psychological influence from one receptor to another will then be passed. The example of such stratification - "rallying" of the nation in the face of a threat, for example, wars - thus makes for the rallying of all the political camps: both supporters of the power decision, and its respective opponents, along with the strict marking off the ones from the others.

Let us assume that information-psychological operation is a form of the realization of the political program of the aggressor state. In this case the purpose of information-psychological operation - on the one hand, the rallying and mobilization of supporters of a political policy of an aggressor and their transformation into an obedient tool of a policy, with the additional maintenance of the voluntary submission of that part of society which cannot accept the political ideology that was developed by the political technologists of the state-aggressor and, as a consequence, the active actions tremendously complicate the realization of the political policy of the given state in the sphere of international relations. For the achievement of this purpose it is necessary to divide, first of all, a society with political labels into two or more camps:

- Into the stratum, ready as a whole to support a political course and consisting of both the citizens of the country and the citizens of other countries (supporters);

- Into the stratum, treating negatively a political course and being ready to show resistance in its realizations (opponents);

- Into the stratum, consisting of citizens who have not been defined as having a position, including - politically passive, fluctuating, waiting and those ready to join the majority;

- Into the sympathizing stratum (potential allies).

As a result of such a division in a society, the active social groups that are put forth from the circle of informal leaders around which there is an initial rallying of politically active citizens adhering as a whole to similar political views, in which beliefs are thereby formed. This process we shall call political stratification, which forms a certain structure of the social environment for the purpose of increasing its susceptibility to the subsequent "target" managing of the information-psychological influence. Division of a society into strata according to the political labels is an initial stage of the process of the formation of a society into centers of political attraction.

As a result of political stratification, Firstly, there is a division of a society into target audiences (opponents, the undecided allies, etc.), for each of which are necessary tactics of information-psychological processing of public consciousness (this is important for the forces operating a psychological war);

Secondly, from the circle of the most active participants of the political process informal leaders of opinions for whom political strategists of IPW develop an individual program of the processing of consciousness;

Thirdly, having divided into several political fractions, in each of the fractions begin outwardly to seem quite spontaneous (and, actually, - a chain reaction) regarding the processes of sociopolitical self-organizing: political positions of individual members of the stratum "get used" to each other and become more radical, categorical, and polar. Doubts are suspended and reasonable sufficiency of political convictions that the group adheres to gradually vanishes, and at an estimation of those or other events the collective opinion, which is always more simplified and categorical than individual opinion starts to prevail. Therefore, as a result of such a process of self-organizing in a group, the collective consciousness that is guided in the choice of the final decision, rather by a small number of factors that makes such a stratum more vulnerable in relation to external operating influence - factors (arguments) are formed, as a rule, a little later on, in which it is easier to convince the stratum of the truth of something or a falsehood of something else.

As an incentive for the onset of the process of political stratification an information space is injected with the political ideology that is especially generated by forces of IPW comprising an image of a political event or process, its political evaluation and a set of the imperatives regulating public relations under special conditions, which are created by the above phenomenon in the political life of the nation, a group of subjects of world policy, or the world community as a whole. Under the conditions wherein objective information is lacking and away from the place of events, and to various interpretations of occurring events by proponent participants of the political process, such ideology states the heterogeneity of the sources of the information that are already evaluated an event, in many cases - already enough simplified, schematically, and psychologically comfortable for perception by an ordinary inhabitant.

It is also necessary to notice that in the case of sharp aversion to its political imperatives, they are all the same partially imported into the base ideology and consciousness, and with the psychological operator of negation, leading to changes of one's own picture of the world and its adaptation to the threat being borne by these positions. In this case the negative relation that is imposed by the ideology of a picture of the world also leads to the activation of the processes of political stratification and, as a whole, promotes the formation and establishment of target audiences, between these channels of communications, which are necessary for a transition from broad information-psychological influence to "pointed" influence.

Formation of social fractions into political labels occurs in the case that:

- Positions of political ideology lead to the occurrence or aggravation of social contradictions;

- Ideology positions enter into the field of view of new, or actual, threats to its safe existence in a society, including – threat to life;

- The political ideology is supported by the state and does not allow the citizen of this respective state to evade from defining their own political position concerning its basic positions;

- The ideology interferes in the sphere of private life and brings in it cardinal changes for which the citizen is not prepared; thus, social adaptation to these changes is possible or in the form of active support of positions of ideology, or in the form of resistance to its influence in one's own life, the life of relatives, friends, or acquaintances.

In a politically stratified society all the members of the stratum adhere to close political views and consider society's division into political labels as necessary for the purpose of the active representation of the interests in the political life of a society.

In the social space, political strata form clusters, in which the structures similar to their nature of the domain structures of ferromagnetism: if we consider that the rules of political behavior in the stratum set, a certain vector of political activity for each of its members within the borders of everyone's stratum, each of its members behave in co-ordination with a vector of political activity of the political stratum as a whole. The vectors of political activity of various strata are variously directed and also can both coincide, and may not coincide with a vector set by the base ideology, or the political stratification initiating process. As a whole, the stratified society, which is created by the set of political stratum-domains, remains politically neutral: on the average in the space of a vector of political activity of various strata mutually compensate for each other, in the local areas of space, in which various directions of political activity can dominate.

As a result of the society stratification into political labels there is a set of politically active strata that are used in information-psychological operations as objects of psychological processing. It is obvious that those strata that basically support a political policy become the basic motive power of psychological operations, as the head of that "ram", which will strike a blow to the rebellious and becomes a sensible argument for doubting and fluctuation. However, because this part of society becomes the obedient tool in the hands of political strategists IPW, it is necessary that it becomes operational. For this purpose, in the operation there is this next phase - a phase of the application of the technologies of political polarization of the strata.

That the political stratum becomes operational, and ideally, - the obedient tool for the achievement of the purposes of the information-psychological operation, it is necessary that inside the stratum exists a system of norms of political behavior, which is obligatory for the unconditional execution for all the members of the stratum and that provide a set of coordinated political behavior of the stratum as a whole under the conditions of an aggravation in political conditions. The formation of such a system of norms of political behavior occurs as a result of the influence on the stratum that is developed by political strategists in the information-psychological war of external ideology. Therefore, in the strata, uniting the potentially sympathizing policy of the aggressor, there is a polarizing effect: The system of the outlook of individual members of the stratum is replaced with the positions of the external political ideology as developed by the aggressor, in which the system of rules of the political behavior, as accepted inside the stratum and socially comprehensible to all its members, is replaced on a rigid and categorical system of political imperatives.

This process we will designate as political polarization. After its end, the system of political imperatives of a base ideology of an aggressor becomes for a stratum a unique norm of political behavior, in which the "rules of the game" for any of its members makes such a stratum an obedient tool for the realization of a policy of the aggressor by using political tricks to potentially make the stratum "blind".

As a rule, the positions of a base ideology are formed in order to smooth out the consequences of the stress that is transferred by the citizen from their "voluntary-compulsory" inclusion in the political stratum (sub-consciousness always very precisely distinguishes and sensitively reacts to psychological compulsion applied to the person) and, against such a typically therapeutic influence, in order to generate in the consciousness a state of psychological comfort. The illusion of security in most cases is the result of such an influence, in which the information superiority leads to a voluntary replacement in the consciousness of the person of their own evaluations, conclusions, and judgments (their picture of the world) on the already created set of positions from a political ideology. As a result, the political behavior of the person arranged under the ideological "umbrella", for any significant (from the point of view of the scenario of psychological operation) changes of the political conditions is built according to the political imperatives contained in the base ideology and becomes predictable enough and, thereby, operational. With the association of such citizens in a political stratum, the set of political imperatives contained in the base ideology become the norms of social behavior as a whole, extending not only in the sphere of the actual political activity, but also in the entire spectrum of the social relations inside of the stratum, and quite often become the new "rules of the game" in the stratum.

Therefore, for the person falling into a political stratum, the base ideology becomes the rule of behavior in the political stratum, obligatory for the respective execution by all the members of the stratum. Getting into the consciousness of a person at the early stages of political polarization as exclusively external (in relation to it) wherein the factor, ideology, having provided the polarization of the political stratum, ceases to be the external program and becomes an internal norm of sociopolitical existence, the instruction on the organized political behavior according to the introduced new system of values and political imperatives. We emphasize that the behavior rules in a base ideology have an imperative character that pursues two main objectives:

High enough degree of independence of political behavior of the stratum from the environment conditions;

programming of the actions of the stratum under the conditions of any varying political situation.

The imperative is truly a schematically constructed instruction for an unconditional execution of the sequence of actions included in its text, the program of which is started with the operation of the mechanism that is put in it from an external initiation. The imperative does not suppose a multi-variant approach of a behavioral reaction to the same political situation; actions of the members of the political stratum, following the political imperatives as introduced in their consciousness, are comparable with the functioning of modern electronic-mechanical systems. Thereby, concerning the person themselves, they are provided with voluntary subordination and the controllability of political behavior with the methods of the latent psychological compulsion - without the obligatory destruction or deformation of their personal psychological individuality.

As a remark, it is necessary to note that similar systems of imperatives and principles of construction of base ideology are used in modern Western totalitarian sects. However, sects pursue the aim of the full submission of the consciousness of adherents while technologists of psychological operations are interested in the controllability of political consciousness and behavior only.

As the unconditional instruction to behavior in certain conditions of a political situation, an imperative in the course of the maintenance of the group unity of the stratum plays an important division-identification role, in turn creating an accurate border between "friends" and "strangers". "Friends" know in advance how to act in this or that political situation and therefore do not experience a problem of choice. This, in their opinion, is constantly supported from the outside by technologists of psychological operations, which gives them before other categories of citizens a conclusive advantage and even lifts them into a qualitatively new rung of evolutionary development. Other categories of the citizens, incapable of understanding and accepting the obvious, apparently, are of lower organized biological organisms.

Coming back to a role in the political polarization of a base ideology, it is noteworthy that in modern psychological operations one base ideology is developed for a stratum, an aggressor providing a political policy is seldom used for unconditional support only; as a rule, similar ideological systems are developed and for other stratums arising in the course of the political stratification: as for the strata of consecutive or potential allies for which only an insignificant updating of the base ideology is necessary, and for strata of the obvious and latent opponents in which relation the special technology of polarizing influence operates.

For opponents of the course of the aggressor, which are organized into their own strata, the process of political polarization is connected with the same partial replacement of own values by ideological positions and the estimations that are imported from the outside, which occurs in the form of the following sequence of stages:

- Active resistance to the introduction into the consciousness of positions of base ideology results not only in the display of true intentions of an aggressor (positive result), but also to the partial penetration into the consciousness of political opponents into it of base imperatives of ideology of an aggressor (negative result); penetration into the consciousness occurs through the psychological operator of negation, changing in the consciousness in the course of the negation polarity of positions of the base ideology of an aggressor with negative on positive, without the destruction of the structure of ideological designs;

- Coming into consciousness, the positions of the base ideology of the aggressor, the negations added with the operator, in which start in the consciousness of the person via the mechanism of the change of one's own picture of the world with a view of its adaptation to a threat that is borne by these positions; for an aggressor it is important that such conscious activity of political opponents for the resistance of the realization of its political policy to be built strictly on the basis of directions, as a matter of fact, are registered in its base ideology, i.e. the collision of interests and values that occurred in a format that is defined by the ideology of an aggressor (when the anti-ideology that political opponents adhere to, as a matter of fact, repeated neuron-linguistic structure of positions of ideology of an aggressor, only - to the changed polarity);

- Coming into human sub-consciousness, the positions of the base ideology of the aggressor, added operating in the sphere of the conscious mental activity by the operator of negation, are released from this operator and, actually, in an initial kind are fixed there.

Here the known physiological feature of human mentality operates: the concept "not" in subconscious area of the higher nervous activity of the person does not exist, wherein the operator of negation in these conditions does not work: therefore, for example, if to the child moving near an edge you give the command "do not fall", the probability of their falling thus repeatedly increases. Thus, within the limits of action of such a scheme of psychological carrying over of positions of ideology of an aggressor through the consciousness of political opponents into their sub-consciousness, only in the consciousness these concepts are fixed in a negative context, with the operator of negation, this operator vanishes into the sub-consciousness along with the positions of the base ideology that are fixed as true.

Considering that all the higher nervous activity of the person is only in the order of ten percent, the rest is necessary for its conscious part, and - exclusively the sphere of sub-consciousness, and knowing, that the sub-consciousness quite often blocks the conscious activity based on arguments of reason, it is possible to assert that

this technology of psychological influence, and possibly, some other technological schemes of manipulation as a whole, are capable within the limits of modern operation to provide a psychological status of political opponents, the controllability of their consciousness and political opponents too.

Now, when the process of political polarization basically is completed, action is implemented by the information-psychological technologies of the management of a vector of political activity of strata, which concern the external initiation of the political activity and management of the chain of a psychological reaction providing an operation put into the individual and the mass consciousness stratum of algorithm of political behavior.

Political activity of the strata is regulated by means of two basic mechanisms of psychological management:

- Firstly, it is introduced into the consciousness of the members of a political stratum through a system of positions of base ideology sets of imperatives, each of which has the mechanism of initiative (since the political imperative is a rule of political behavior, obligatory for the execution by all the participants of the political community in certain political situations); such sets, as a rule, slightly, and at the moment in the political stratum only one set operates, the others are inactive and wait for external initiation;

- Secondly, it is the feature of human mentality associatively based on the external perception of the surrounding validity.

Therefore, for example, it is known that if at the moment of finding a person in a certain psychological status (for example, awake) to touch them or to shake hands this action will be fixed in their sub-consciousness and they will be unequivocally connected with its psychological status during that moment in time, i.e. the accurate associative array will be generated; at a repeated touch or repetition of the specified gesture from the party of the initiator in relation to this person even if there has passed enough time, the initial reasons of the excitation have disappeared and they at that moment are in a steady psychological status, which is distinct from the previous, the associative array will work and the person will return to the former awake status, and a gesture will serve for this person as an external initiation to a chain psychological reaction. In psychology, based on this feature of human mentality are developed and operate numerous technicians of "psychological anchors", in which the emotional externals, written down in the sub-consciousness are called "anchors". In the human sub-consciousness of an "anchor" are connected with the external factors, in turn leading to their initiation, by means of an individual associative chain with the help of which it is possible to return, at any moment, the person in the emotional status that is remembered by the sub-consciousness and small psychological influence quickly to change a psychological status and the behavior of the person, "having switched" them from a steady status in boundary, and on the contrary. These possibilities of modern "anchor" techniques create considerable possibilities for hidden, manipulative, management of human consciousness through its subconscious activity.

The same mechanisms of psychological management are used and in the external initialization of political activity, and in the management of chain behavioral reactions of political striations, according to the external program put in pawn in the base ideology. Furthermore, as well as political imperatives, key "anchor" associations take root in the consciousness of the members of the political stratum in the course of political polarization.

Moreover, the initial initiation of a program of political behavior of stratum occurs, as a rule, from an external operating impulse; but the subsequent chain reaction and consecutive replacement, in the process of their development and achievement of the intermediate purposes of the operation, one group of the political imperatives occurs, as a rule, without external participation as those intermediate purposes of psychological operation, which are reached as a result of the activity of stratum, as constructed within the limits of one group of imperatives, at the moment of the achievement of these purposes become new «a trigger hook» - the initiating mechanism starting process of an automatic replacement of the former group of imperatives, already completely fulfilled, on the new of a set contained in the base ideology. Thus, in psychological operation they design not only a chain of a sequence of psychological statuses of political stratum, defining a format of its activity on each of the stages of psychological operation, but also the technological chain of consecutive initiation of these statuses, based on the associative techniques of consciousness management, is created in which the factors of initiation (start) of each subsequent state is the result of the achievement of the purposes put before the stratum at its transfer to a previous psychological state.

Use of psychological "anchor" techniques becomes especially dangerous in the conditions of ethno political conflicts: many versions of the mass psychological states, generated during the historical period of the development of national self-consciousness, including borderline and aggressive states, are already imprinted in ethnic memory and, practically in an invariable kind, unconsciously (i.e. - at the level of collective sub-consciousness) pass from father to son. They do not need to be formed especially for concrete psychological operation. Historical mechanisms of the initiation of these externals, time and again working in historical practice of international conflicts, also are known, i.e. to "switch" the population of any ethnic enclave from a psychological status of a peaceful good neighborhood into a status of unmotivated aggression, it is enough to adapt, only slightly, a format of the psychological impulse initiating the psychological mechanism of "switching

of statuses", characteristic for the given ethnos, for modern conditions, that's how it occurred in the conflict in Nagorny Karabakh, occurred and continues to occur in conflicts in the Balkans (Kosovo), etc.

In addition, at last, in the modern technologies of the carrying out of psychological operations the special mechanism of external intervention in the technological process is the so-called mechanism of "feedback", the technology of the operative correction of the scheme of operation in the case of the infringement of the parameters of a technological chain or occurrence of unforeseen situations. It differs from above described technologies of maintenance voluntary subordination of mass and individual consciousness that, in effect, is the mechanism of fast reaction when updating is brought into the conditions of an actual shortage of time and resources. Repeatedly raising the efficiency of psychological operations and increasing the flexibility of reactions in relation to any, especially the most unpredictable, conditions of varying political conditions, it, a place with that, brings additional risks and elements of a chance in technological process: The estimation of the efficiency of an operation on its external displays in the environment on which its influence is directed, is always subjective, and time shortages do not allow to type the statistics of the supervision that is necessary for acceptance in an operative mode, which is unique for the correct decision. The existence of this subjective factor, along with clear advantages, creates the threat of the latent external management for the technological process of the realization of psychological operation.

In summary, it is noteworthy that the modern English-Saxon model of the information-psychological management of international conflicts sees the process of the resolution of conflicts in full, wherein the compulsory transformation of political systems of conflicting parties under own political norms and standards (so-called "Democratic template"), using thus as methods of direct power pressure ("a power pacification"," humanitarian interventions", struggle against « international terrorism », the concept of « rigid force »), and the methods of indirect actions (the concept "soft force", "velvet revolutions", and psychological war). However, the policy of the United States, which is based on this model in the process of its realization, is meeting increased counteraction. The informally known expert in the E.P. Bazhan's American-Chinese relations specifies that "the United States already now faces the negative consequences of a power method of planting of "the advanced way of life". First of all, it concerns the East countries: Afghanistan, Iraq where the power actions of Washington come off as second-best, compelling the USA to search for new approaches to the analysis and practical realization of strategic doctrines. Thus, along with new currents, schools are born and new technologies of psychological influence placed on conflicts are brought to the table.

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